



Northern Virginia Coastal Resources Technical Assistance Program

Annual Report

October 1, 2007 – September 30, 2008

NOAA Grant #NA07NOS4190178

Grant Year 2007 Task #46

Acknowledgments

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Virginia Coastal Zone
MANAGEMENT PROGRAM

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Northern Virginia Regional Commission

www.novaregion.org

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On the cover – Arlington County leads by example in environmental innovation. Their new county facilities incorporate comprehensive stormwater management practices and are LEED certified. This green roof is on their main Courthouse building in Clarendon.

Photo by Aileen Winquist

Introduction & Summary

This report fulfills the product requirements set forth in the 2006 Virginia Coastal Zone Management Program Grant, Task 46 (NOAA Grant #NA06NOS4190241) for:

- Product #1 – Report on Technical Assistance and Training Provided: Local and Regional Implementation;
- Product #2 – Issue analysis / Special Project Report (Appendix A); and
- Product #3 – Report on outcomes regarding Virginia's implementation of the Chesapeake Bay 2000 Agreement and related program.

Technical Workshops: NVRC hosted four workshops for individual homeowners, public and private planners and engineers.

- *New Chesapeake Bay Regulation Guidance and Requirements* - In partnership with the Virginia Department of Conservation and Recreation's Division of Chesapeake Bay Local Assistance (DCR-CBLA), NVRC hosted two workshops promoting the Division's Phase III Program to the local Chesapeake Bay Program Managers throughout the region. DCR-CBLA staff presented information regarding the review and revisions required of the tidewater jurisdictions' ordinances as they relate to minimizing land disturbance, preserving indigenous vegetation, and minimizing impervious cover. Participant feedback revealed an overwhelming desire to continue semi-annual meetings with DCR-CBLA staff on the Chesapeake Bay Regulations. Participants appreciated the open dialogue forum which provided the opportunity to ask questions and receive responses directly from DCR-CBLA staff.
- *Innovative Stormwater Management and Conservation Landscaping* - NVRC continued to promote innovative stormwater management and conservation landscaping practices to homeowners in the region. NVRC hosted the *Gardening for Clean Water* workshop for the Town of Herndon residents. The workshop introduced participants to the basics of designing, building, and maintaining small-scale rain gardens. In partnership with the Northern Virginia Soil & Water Conservation District and Fairfax County Department of Public Works and Environmental Services, NVRC co-hosted a second workshop specifically targeting homeowners in the Falls Hill and Poplar Heights communities on effectively applying LID systems and Conservation Landscaping techniques on their properties. Originally scheduled to take place in September 2008, the workshop was rescheduled until November to allow time for additional publicity. The workshop also includes a field component, where participants may assist in implementing practices.

Special Project: The Call radio advertisement aired on eight radio stations, 1,064 times, reaching approximately 740,000 individuals, over a six week period spanning April and May 2008. Of the 1,000 Northern Virginia resident surveyed randomly by telephone, 48 percent recalled hearing the ad, a 20 percent increase since Spring 2007. Approximately \$300,000 worth of unpaid media was negotiated in the form of PSAs, on-air interviews, traffic and weather sponsorships, and banners on radio station websites. To view these products, visit: www.onlyrain.org.

NVironment Newsletter: The Fall 2008 NVironment Newsletter highlights several projects and initiatives that occurred in the Northern Virginia region over the last year. The newsletter includes items on: the Spring 2008 U.S. –European Conference of Metropolitan Regional Councils hosted by NVRC, the development of a Design Guidelines document to encourage the implementation of the Four Mile Run Restoration Project, the Northern Virginia Waste Management Board's partnership with the Product Stewardship Institute, among others. To see

the newsletter, visit: www.novaregion.org. Approximately 1,100 planners, elected officials, engineers, and other interested individuals receive a copy of the newsletter.

Chesapeake Bay Implementation: NVRC continues to serve on the Potomac Watershed and Northern Virginia Urban Forestry Roundtables and participate as requested in tributary strategies, watershed planning strategies, and related programs to protect water quality.

EA and Permit Review: NVRC continues to participate in the EA/EIS and permit intergovernmental review process. Over the fiscal year, NVRC responded to 22 EA/EIS requests as part of the intergovernmental review process.

Figure 1. Northern Virginia Jurisdictions located within Virginia's designated Coastal Zone.



Special Project Summary

Northern Virginia Clean Water Partners – Regional Stormwater Education Campaign

For the fifth consecutive year, “The Call” radio advertisement ran for a total of four weeks spanning April and May 2008. The advertisement, originally developed by the Texas Commission of Environmental Quality and modified slightly for use in Northern Virginia, is targeted to men age 35 – 59; the portion of the population with a higher likelihood of applying their own fertilizer, walking their pets, and changing their own motor oil.

The Regional Stormwater Education Campaign was initiated in 2003 to assist localities in leveraging funds to achieve common goals regarding stormwater education and outreach and promote consistent messages for fertilizer and pesticide use, pet waste disposal, and motor oil recycling. The campaign satisfies MS4 (Municipal Separate Storm Sewer System) Phase I and Phase II permit requirements for stormwater education and documenting changes in behavior.

The ad ran a total of 1,064 times on eight radio stations, including a Spanish version on 99.1 (WLZL-FM). The taglines are action-oriented and encourage the listener to visit the campaign’s website.

Several key accomplishments for the Spring 2008 Regional Stormwater Education Campaign include:

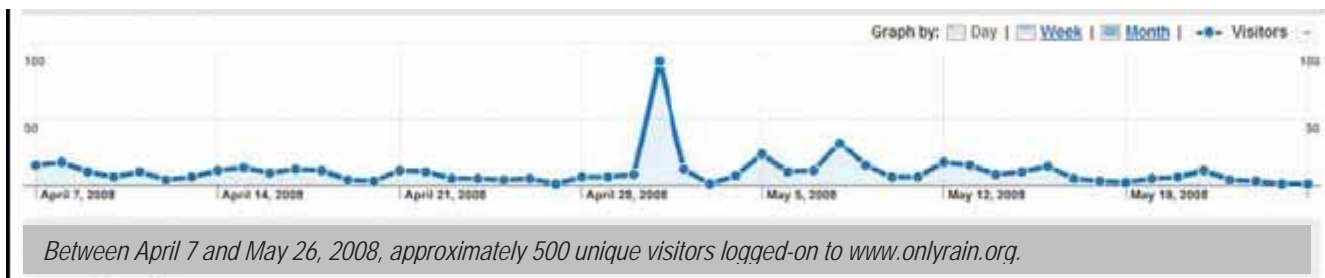
- Stafford County, and the Towns of Leesburg and Dumfries contributed both financially and in-kind to the effort. This increases the number of participants to 16, including NVRC and Virginia CZM.
- 48 percent of the survey respondents recalled hearing the advertisement. This is a 20 percent increase since 2007.
- Approximately \$300,000 of free unpaid media negotiated on behalf of the Partners, including:
 - Public Service Announcements/Green Tips - WTGB
 - Web Elements
 - On Air Interviews
 - News, Weather, and Traffic Sponsorships
 - Event Booth and Literature Distribution
- Traffic on the campaign’s website showed a dramatic increase during the period of time that the radio ad aired. Between April 7 and May 19, 2008 approximately 500 individuals visited www.onlyrain.org, staying an average of two minutes on the site. The most popular page shares personal stewardship information.

The campaign also includes a pre- and post-survey to determine the effectiveness of the ad and the overall awareness of Northern Virginia residents on stormwater and pollution issues. A total of 1,000 residents were surveyed throughout the region. The results aid in determining the effectiveness of the effort and assist directing future campaign directions and targeted messages.

Slight modifications were made to the survey in 2007 to retrieve specific information on why appropriate actions were not taken by respondents who stated they do not pick up their pet waste and do not recycle their used motor

oil. In 2008, the survey included additional questions regarding lawn care habits of Northern Virginians. Trash and litter remained the top response that survey participants provided as the number one pollutant in the Potomac River and Chesapeake Bay. A summary of the survey results are may be found in the full report (Appendix A).

The development of printed and web products, the survey, and the purchase of radio time are funded by the participating local governments and authorities. The Partners meet on a quarterly basis to plan for campaign events, review results, and develop messages for products. Meeting summaries are presented in Appendix B.



Technical Workshops

NVRC is responsible for hosting four workshops annually. Past examples include: onsite wastewater systems operations and maintenance, blue/green infrastructure planning, factors affecting the delivery of pollutants to downstream waterways, and Chesapeake Bay Local Assistance trainings. Summaries of the workshops hosted in fiscal year 2007 are below. Their corresponding agendas, attendance list, and feedback responses, if available, are provided in Appendix C.

New Chesapeake Bay Regulation Guidance and Requirements

In partnership with the Virginia Department of Conservation and Recreation's Division of Chesapeake Bay Local Assistance (DCR-CBLA), NVRC hosted two workshops promoting the Division's Phase III Program to the local Chesapeake Bay Program Managers throughout the region. DCR-CBLA staff presented information regarding the review and revisions required of the tidewater jurisdictions' ordinances as they relate to minimizing land disturbance, preserving indigenous vegetation, and minimizing impervious cover. Participant feedback revealed an overwhelming desire to continue semi-annual meetings with DCR-CBLA staff on the Chesapeake Bay Regulations. Participants appreciated the open dialogue forum which provided the opportunity to ask questions and receive responses directly from DCR-CBLA staff.

Beautifying Your Yard for Clean Water – Rain Gardens for Residents

NVRC facilitated a "Rain Garden Seminar" that was hosted at Herndon Government Complex in the Town of Herndon, VA. Rain gardens are becoming a common form of stormwater management Northern Virginia. Unlike traditional forms of stormwater management, in which runoff is slowly released into nearby streams and waterways, rain gardens incorporate native plant species into an area in order to infiltrate the first flush from a rain event. Not only do rain gardens help with runoff reduction, but they also increase habitat available for local fauna, improve a location's aesthetic qualities, generate shade, and aid in groundwater replenishment.

The workshop was funded by the VA Coastal Zone Management Program, the National Oceanic and Atmospheric Administration, and Northern VA Soil and Water Conservation District.

Ten individuals attended the 4-hour seminar, which featured presentations by the VA Department of Forestry, Northern VA Soil and Water Conservation District, and Arlington County. Presentation topics covered the following aspects of rain gardens: Introduction to Low Impact Development (LID); Designing and Building a Rain Garden/Desk Exercise on Sizing and Siting a Rain Garden; Selecting Plants and Landscaping a Rain Garden; and Maintaining a Rain Garden, Lessons-Learned. Seminar participants each received a folder with a *Rain Gardens* Technical Guide from the VA Department of Forestry, various lists on the types of plants that can be utilized in creating rain gardens, and a copy of each Power Point Presentation.

Low Impact Landscaping Workshops

In partnership with the Northern Virginia Soil & Water Conservation District and Fairfax County Department of Public Works and Environmental Services, NVRC co-hosted a second workshop specifically targeting homeowners in the Falls Hill and Poplar Heights communities on effectively applying LID systems and Conservation Landscaping techniques on their properties. Originally scheduled to take place in September 2008, the workshop was rescheduled until November to allow time for additional publicity. The workshops also include a field component, where participants may assist in implementing practices.

Intergovernmental Reviews

In FY2007, NVRC reviewed and responded to 22 documents as part of the intergovernmental review process. NVRC has not received notice of significant changes in projects due to comments provided by NVRC staff.

Coastal and Chesapeake Bay Implementation

NVRC continues to support state and local groups engaged in watershed planning initiatives, tributary strategies, and other Chesapeake Bay-related efforts including the following projects:

- *Alice Ferguson Regional Trash Campaign*
 - October 23, 2007
 - December 11, 2007
 - May 1, 2008
- *Coastal Planning District Commissions Planning Meetings*
 - November 16, 2007
 - March 7, 2008
 - June 24, 2008
- *Virginia Coastal Policy Team*
 - February 14, 2008

NVRC staff participates in and supports the implementation of meetings and conferences for the following organizations that meet quarterly:

- *Potomac Watershed Roundtable*

A regional government – citizen forum whose purpose is to promote collaboration and cooperation on environmental concerns, especially water quality issues, among the various local governments and stakeholder interest groups residing within the Virginia side of the middle and lower Potomac River watershed. Meetings attended include:

 - October 5, 2007
 - January 4, 2008
 - April 4, 2008
 - October 3, 2008
- *Northern Virginia Urban Forestry Roundtable*

Citizen members of tree boards and commissions, elected officials, urban foresters and arborists, landscape architects, builders, developers, and planners desiring to enhance and protect Virginia's urban forest. Meeting attended include:

 - December 14, 2007 (Roundtable Planning Meeting)
 - January 25, 2008

NVironment Newsletter

Every year, the Commission produces the NVironment newsletter highlighting environmental topics of interest to Northern Virginia jurisdictions. Approximately 1,100 planners, engineers, interested residents, and elected officials throughout Virginia and the remaining mid-Atlantic region receive a copy of the newsletter. NVRC also posts it on their website at www.novaregion.org.

The 2008 edition includes articles on:

- The U.S. – European Conference of Metropolitan Regional Councils;
- The development of the Design Guidelines document for the Four Mile Run Restoration Project;
- The recent partnership between the Northern Virginia Solid Waste Management Board and the Product Stewardship Institute;
- An effort to locate, preserve, and protect the 40 Boundary Stones that demarcate the District of Columbia;
- Efforts by Northern Virginia to reduce greenhouse gases;
- The recent update to the Town of Clifton's Comprehensive Plan;
- A local partnership to encourage and assist homeowners in building their own rain barrels.

NVRC houses past issues of the NVironment from 2003 in electronic and paper format. They are available via the Commission's website at www.novaregion.org/index.asp?nid=279. Prior issues are also available in PDF format, upon request. A copy of the Fall 2008 NVironment is included as Appendix D.

Appendix A

Northern Virginia Clean Water Partners Regional Stormwater Education Campaign 2008 Summary

Northern Virginia Clean Water Partners Regional Stormwater Education Campaign 2008 Summary



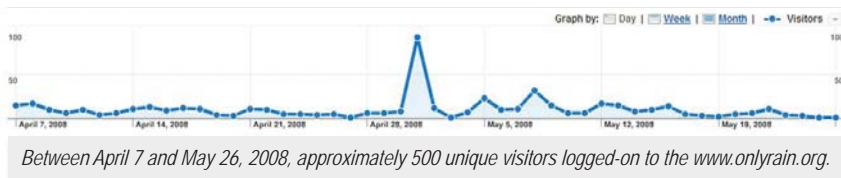
Campaign Background

The Regional Stormwater Education Campaign was initiated in 2003 to assist localities in leveraging funds to achieve common goals regarding stormwater education and outreach and promote consistent messages for fertilizer and pesticide use, pet waste disposal, and motor oil recycling.

The campaign satisfies MS4 (Municipal Separate Storm Sewer System) Phase I and Phase II permit requirements for stormwater education and documenting changes in behavior.

Key Accomplishments for 2008

- Stafford County, and the Towns of Leesburg and Dumfries contributed both financially and in-kind to the effort.
- Throughout April and May 2008, "The Call" radio ad aired on eight radio stations 1,064 times, reaching out to approximately 740,000 individuals.
- 1,000 Northern Virginia residents were surveyed via telephone, to determine the effectiveness of the ad, note any changes in behavior, and aid in directing the future efforts of the campaign.
- 48 percent of the survey respondents recalled hearing the advertisement. This is a 20 percent increase since 2007.
- Approximately \$300,000 of free unpaid media negotiated on behalf of the Partners, including:
 - Public Service Announcements/Green Tips - WTGB
 - Web Elements
 - On Air Interviews
 - News, Weather, and Traffic Sponsorships
 - Event Booth and Literature Distribution
- Traffic on the campaign's website showed a dramatic increase during the period of time that the radio ad aired. Between April 7 and May 19, 2008 approximately 500 individuals visited www.onlyrain.org, staying an average of two minutes on the site. The most popular page shares personal stewardship information.



Contributions

Contributions are proportionally distributed among the partners based on 2000 Census data. All financial contributions are used solely for the purpose of product development and placement.

2007 Total	\$168,500
2008 Total	\$181,500

2008 Radio Station List

- WBIG-FM (100.3 – Classic Hits)
- WJFK-FM (106.7 – Talk/Personality)
- WLZL-FM (99.1 – Spanish Tropical)
- WMAL-AM (630 – News, Talk, Information)
- WRQX-FM (107.3 – Hot Adult Contemporary)
- WTEM-AM (980 – All Sports)
- WTGB-FM (94.7 – Classic Hits)
- WTOP-AM/FM (830; 103.5 – All News)

"It's great what you're doing and I support you fully...If residents can be involved, would you please tell me how?"

~ City of Alexandria resident

"You guys do a great job at public awareness! I love "The Call" radio ad...Keep up the good work!"

~ Fairfax County resident

2008 Northern Virginia Clean Water Partners

Fairfax County
Prince William County
Arlington County
Loudoun County
Stafford County
Fairfax Water
City of Alexandria
Loudoun Water
City of Fairfax
Town of Herndon
City of Falls Church
Town of Leesburg
Town of Vienna
Town of Dumfries
Northern Virginia Regional Commission
Virginia Coastal Zone Management Program

www.onlyrain.org
Only Rain Down the Storm Drain

Northern Virginia Clean Water Partners Regional Stormwater Education Campaign 2008 Key Survey Results



Overview of Survey Process

Dates occurred: April 3 - 4 and May 20 - 21, 2008
Total number of Northern Virginia residents interviewed in 2008: 1,000
Survey method: Telephone
Confidence interval: 95 percent

General Stormwater & Watershed Awareness

Fifty-five percent of the respondents were unaware that they live in the Potomac River watershed. However, an overwhelming three-quarters of the respondents stated correctly that stormwater eventually reaches the Potomac River and Chesapeake Bay.

Medication Disposal Methods in Northern Virginia

Three-quarters of the respondents dispose of their pharmaceuticals in the trash or return them to a pharmacy.

Lawn Care Practices

Less than a quarter of the respondents have tested their soil, prior to applying fertilizer. Approximately one third of Northern Virginians fertilize their lawns, apply pesticides and apply herbicides two or more times per year.

Pet Waste Pick Up

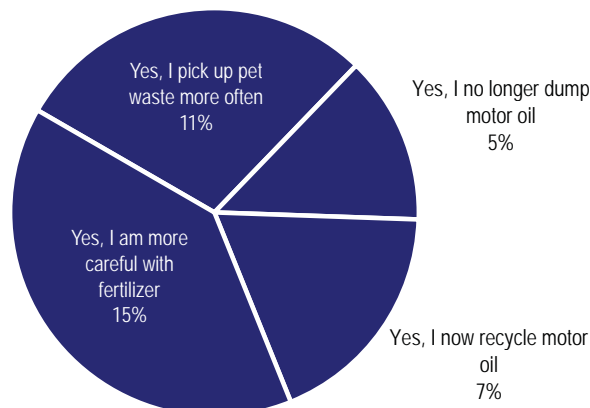
Thirty-five percent of the respondents pick up after their pets. Of those that do not, the majority do not think that picking up after their pet is important, or do not like to pick it up.

Motor Oil Recycling

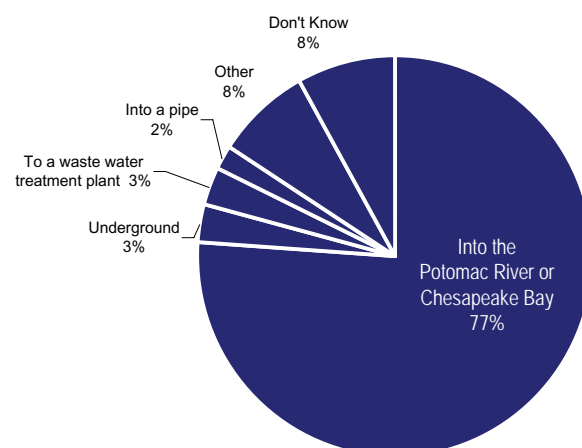
The vast majority of the respondents that change their own motor oil take it to a gas station or local HazMat facility for recycling. Those that store or dump used motor oil find recycling inconvenient or do not know where a recycling center is located.

Residents Ranking of the #1 Cause of Pollution in the Potomac River:

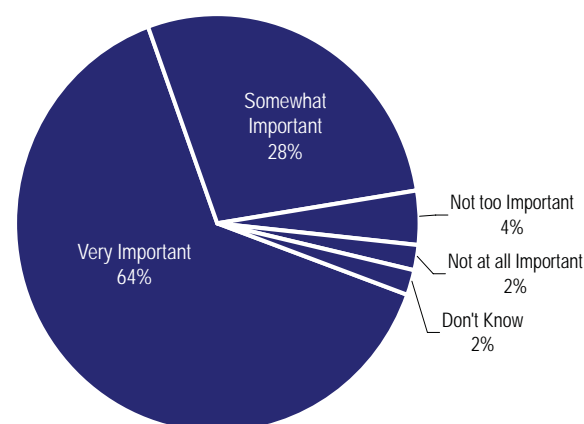
1. Trash & Litter
 2. Fertilizers & Pesticides
 3. Factory & Industrial Waste
 4. Storm Sewer & Street Runoff
 5. Automobiles & Traffic
- "Runoff from lawns and trash in the street."*
~ Male 35 - 39
Prince William County



Did hearing the ad influence you to personally change any of your behaviors related to its messages?



Where do you think stormwater eventually ends up?



How important do you think it is for local governments to spend more money on protecting water quality?

Summary of Media Buy Report

Station Name	Number of Spots
WBIG-FM (100.3 – Classic Hits))	140
WJFK-FM (106.7 – Talk/Personality)	148
WLZL-FM (99.1 – Spanish Tropical)	96
WMAL-AM (630 – News, Talk, Information)	144
WRQX-FM (107.3 – Hot Adult Contemporary)	148
WTEM-AM (980 – All Sports)	140
WTGB-FM (94.7 – Classic Hits)	128
WTOP-AM/FM (830; 103.5 – All News)	120
Market Total	1064

2008 Campaign Reach

Average Audience Size (Total Gross Ratings Points)	689
Percentage of Target Audience Reached & Average Number of Exposures	58.4% with an average of 12 exposures
Individual Exposures (Unique Impressions)	733,096

“The Call” Script (tough-talking storm drain persona. Think “Sopranos”.)

[Phone rings]

Homeowner: Hello?

Storm Drain: Yeah Johnson. It's me.

Homeowner: Who?

Storm Drain: I'm right in front of the house.

Homeowner: Where?

Storm Drain: Right on the street.

Homeowner: Well, uh... All I see is a storm drain.

Storm Drain: Yeah yeah. That's me.

Homeowner: What?

Storm Drain: Listen Johnson, you gotta stop dumpin' yer used motor oil on the ground. Ya hear me?

Homeowner: I don't dump my used mo...

Storm Drain: Now no use denying it, Johnson. Just stop it. Alright?

Homeowner: Hey, uh, How are you doing that?

Storm Drain: And you're over-fertilizing your yard.

Homeowner: I'm not over-fertilizing...

Storm Drain: They're called labels, Johnson. Whatsa matter wit' you? They tell you how much fertilizer to use. Read 'em.

Homeowner: Hey, but all I did was...

Storm Drain: Look all that *stuff* washes into our storm drains whenever it rains.

Homeowner: Well I... I didn't know that.

Storm Drain: I know you don't know. That's why I'm calling ya.

Homeowner: Well, thanks. I... I didn't mean any harm.

Storm Drain: Yeah yeah. Same thing with all that dog waste you have out there, alright? Pick that up!

Homeowner: You mean that you ev...

Storm Drain: Pick it up! I don't want to talk about it, just pick it up.

Homeowner: I understand.

Action-Specific Taglines for 2008 Campaign

Remember, what goes down the storm drain flows to the Potomac River and Occoquan Reservoir, our sources of drinking water. So please pick up after your pet! Brought to you by the Northern Virginia Clean Water Partners, representing local governments, water and sewer authorities, and Northern Virginia Regional Commission.

www.onlyrain.org

Remember, what goes down the storm drain flows to the Potomac River and Occoquan Reservoir, our sources of drinking water. Fertilize in the fall, if at all, and make sure to follow the directions on the label. Minimize the use of pesticides and herbicides on your yard, and use natural pest control methods. Brought to you by the Northern Virginia Clean Water Partners. www.onlyrain.org

Remember, what goes down the storm drain flows to the Potomac River and Occoquan Reservoir, our sources of drinking water. Recycle your used motor oil at participating gas stations or your local Household hazardous materials program. Brought to you by the Northern Virginia Clean Water Partners, representing local governments, water and sewer authorities, and Northern Virginia Regional Commission. www.onlyrain.org

Added Value

Approximately \$300,000 worth of unpaid media was negotiated on the Northern Virginia Clean Water Partner's behalf, including:

- Public Service Announcements
Green Tips - WTGB
- Web Elements
- On Air Interviews
- Sponsorships
- Event Booth and Literature Distribution

The following was specifically negotiated per radio station:

WBIG – FM (100.3 FM Classic Hits)

PSAs

- Five :05 PSAs each week of schedule, to run M-F 6a – 7p
- (Bonus: One :60 spots to run 7 times per week M-F 6a – 7p

Web Elements

- Dedicated spot on WBIG community events page for NVRC with link to website.
- 120x90 banner ad with link to NVRC website.

WJFK – FM (106.7 FM Talk / Personality)

PSAs

- Three :60 PSAs each week of schedule to run M-F 10a – 3p
- 15 :30 PSAs each week of schedule to run M-Su 6a – 12m

Distribution of Literature

- The opportunity to hand out brochures at a minimum of 5 events over the course of the flight
- WJFK will promote flyer hand outs with approximately 40 :15 promo spots

Sponsorship

- News, weather, traffic sponsorships in AM drive and PM drive segments. Total of 5 per week

WLZL – FM (99.1 FM Spanish Tropical)

PSAs

- Eight :60 PSAs each week of schedule to run M-Su 6a – 12m

On-Air Interview

- Pre-recorded on-air interview to air during El Zol's Public Affairs Show on Sundays at 9a.

Distribution of Literature

- Opportunities to be determined

WMAL – AM (630 AM News Talk Information)

PSAs

- 7 :60 PSAs each week of schedule to run M-F 7p-12m
- 7 :60 PSAs each week of schedule to run Sa 7a-3p
- 10 :60 PSAs each week of schedule to run M-Su 5a-5a

On-Air Interview

- Rick Fowler, host of the "Saturday Morning Update" will interview a NVRC representative during his LIVE program heard every Saturday morning from 6a-8a.

Distribution of Literature

- FOSE held April 1-3 2008 is attended by key government decision makers, many who reside in No VA.

Web Element

- Banner ad & tower ad on WMAL website
- Inclusion in one e-blast to over 13,000 "Insider Club" members which will include logo & link to designated NVRC site.

WRQX – FM (107.3 FM Hot Adult Contemporary)

PSAs

- 3 :60 PSAs each week of schedule to run Su 8a-12n
- 5 :60 PSAs each week of schedule to run M-F 4:45a-9a
- 14 :60 PSAs each week of schedule to run M-Su 5a-1:30a
- 2 :10 PSAs each week of schedule to run M-F 5a-7p

Sponsorships

- 2x :10 traffic sponsorship per week

Web Element

- Rotating tile ad for NVRC campaign on WRQX site.

WTGB – FM

PSAs

- 8 :60 PSAs each week of schedule to run M-F 5a-8p
- 5 :30 PSAs each week of schedule to run M-Su 6a-12m
- 15 :15 PSAs each week of schedule to run M-Su 6a-8p

Distribution of Literature

- WTGB will distribute at a minimum of 5 station events over the course of the flight. Station will promote flyer hand outs with on air promo spots, approximately 40 :15 spots.

Sponsorships

- News, weather, traffic sponsorships in the AM Drive segment. A total of 5x per week.

WTEM – AM (980 AM All Sports)

PSAs

- 12 :30 PSAs each week of schedule to run M-Su 6a-10p

Distribution of Literature

- Distribute collateral at station events TBD.

Web Element

- List the NVRC event (re: Earth Day) on WTEM's event page & create a custom splash page linked to NVRC site.

Promotion

- WTEM is exploring a cross promotion with Jiffy Lube (no feed back yet).

WTOP – A+FM (830 AM, 103.5 FM All News)

PSAs

- 12 :60 PSAs each week of schedule to run M-Su 12m-12m

GREEN TIPS for WGTB, The Globe

Dog waste

Fido can help us stay healthy by taking us for daily walks, but did you know that pet waste, if left on the ground, may actually be harmful for you? Spring showers carry the waste and all the bacteria it contains into storm drains and nearby streams, which flow to the Potomac River or Occoquan Reservoir, our drinking water supplies. But, you can help to prevent this from happening in your neighborhood! Every time you go for a walk with Fido, carry a grocery or newspaper bag to pick up his waste and place it in a trash receptacle. It's as simple as that.

Visit www.onlyrain.org to learn more. Brought to you by the Northern Virginia Clean Water Partners.

Fertilizer and Pesticide Use

The overuse of fertilizers, herbicides, and pesticides on lawns and gardens can cause algae growth in local streams and the Chesapeake Bay, and some chemicals can even kill aquatic life. Although the spring weather invites yard work, fertilizing in the fall actually promotes healthier and deeper root growth for your grass. Follow the package directions before you apply any chemical lawn care product. Keep the green in your pocket and out of our shared waterways!

Visit www.onlyrain.org to learn more. Brought to you by the Northern Virginia Clean Water Partners.

Motor Oil Disposal

Did you know that one quart of motor oil dumped down a storm drain can pollute one million gallons of drinking water and cause an oil slick on the Potomac River the size of a football field?! If you change your car's motor oil, recycle it at a service center or at your local municipal recycling center. For more information and motor oil recycling locations, please visit www.onlyrain.org. Brought to you by the Northern Virginia Clean Water Partners.

Litter

Litter, including cigarette butts, left on streets and sidewalks gets washed into our local streams through storm drains. Litter is unattractive and is harmful to aquatic and human life. Don't litter, and get out and pick up trash in your local stream! Stream cleanups have never been easier and are fun for all ages. Bags, gloves, and other supplies are readily available for FREE from several local non-profit organizations. Report the amount of trash you collect and any interesting findings. You're bound to find something unexpected and do a great thing for our shared environment!

Visit www.onlyrain.org to learn more. Brought to you by the Northern Virginia Clean Water Partners.

Runoff Reduction

Did you know that stormwater runoff from our homes, roads and buildings is the number one cause of water pollution in the US today? Reduce the amount of water that runs off your yard and driveway. If you can replace some of your driveway or patio with permeable materials, go for it! Re-direct your downspouts so they run into your garden. Or install a rain barrel or rain garden to collect some of that runoff and reuse it!

Visit www.onlyrain.org to learn more. Brought to you by the Northern Virginia Clean Water Partners.

Web Banners



WLZL – 99.5 FM



WMAL – 630 AM



WBIG – 100.3 FM

WRQX – 107.3 FM

AMERICAN VIEWPOINT

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www.amview.com

Northern Virginia Clean Water Partners Pre- Radio Campaign Survey April 2008

Hello, my name is _____, and I'm with American Viewpoint, an independent market research firm located in Alexandria, Virginia. This is not a sales call. We are doing a survey on issues in Northern Virginia, and I would like to ask you a few questions.

- A. What is your age? ***IF UNDER 18 YEARS OF AGE, ASK IF THERE IS ANYONE IN THE HOUSEHOLD WHO IS 18 OR OLDER.***

4%	18-24
5%	25-29
8%	30-34
10%	35-39
11%	40-44
15%	45-49
13%	50-54
15%	55-59
10%	60-64
3%	65-69
2%	70-74
5%	75 and over
0%	Refused

THANK AND TERMINATE

- B. Do you live in (NAME OF CITY, TOWN OR COUNTY FROM SAMPLE) at this address?

1	Yes
2	No

CONTINUE
THANK AND TERMINATE

1. Do you live in the Potomac River Watershed?

42%	Yes
39%	No
19%	Don't know
0%	Refused

2. What do you think is the number one cause of pollution in local streams, the Potomac River and the Chesapeake Bay?

29% Waste/Litter/Trash dumped in to the river
19% Pesticides/Fertilizers from lawns
10% Industrial pollution
8% Run-off (In General)
8% People (In General)
7% Farms/Agriculture
7% Sewage/Sewer system
7% Boats/Cars/Traffic
5% Toxic chemicals
5% Petroleum/Gas
2% Overdevelopment
3% Other
24% Don't Know/Refused

3. How important do you feel the role of individuals is in maintaining the quality of water in our local streams and rivers, the Potomac River and the Chesapeake Bay?

74% Very important
21% Somewhat important
3% Not too important
2% Not at all important
1% Don't know
0% Refused

4. Storm water is rain or other water discharged over land, such as a lawn sprinkler, that flows into the street, along the gutter and into the storm drain. Where do you think storm water eventually ends up? **ASK AS A PRE-CODED OPEN END QUESTION**

69% Into the Potomac River or Chesapeake Bay
3% To a waste water treatment facility
2% Underground
0% Into a pipe
19% Other
7% Don't know
0% Refused

SPECIFY

5. In the past couple of months, have you heard any ads on the radio about keeping storm water a little cleaner by picking up after your pet, not dumping motor oil in the storm drain and using less fertilizer on your lawn?

32% Yes
67% No
2% Don't know
0% Refused

6. I would now like to read to you a list of activities that people engage in and have you tell me which if any you engage in? **ACCEPT MULTIPLE RESPONSES READ AND ROTATE 1 THRU 3**

26% Walk your dog
38% Fertilize your lawn
14% Change your own motor oil
43% None of the above
0% Don't know
0% Refused

Now, I would like to read to you some specific actions that individuals could take to help improve water quality in the Potomac River and the Chesapeake Bay and have you tell me if you do any of these actions. The first is...**ROTATE**

7. Would you say that you always, most of the time, sometimes, occasionally, or never pick up after your pet?

32% Always
3% Most the time
1% Sometimes
1% Occasionally
5% Never
54% Don't have a pet
2% I have a pet, but don't walk it
* Don't know
* Refused

IF PUNCH 4 OR 5 ABOVE, ASK:

- 7A. Which of the following would you say is the reason you don't pick up after your pet?
READ AND ROTATE 1 THRU 4

24% I don't think picking up after my pet is important
15% I don't like to pick up pet waste
3% There are not enough trash cans in which to dispose of the waste
0% I forget to bring a bag to put the waste in
45% Other **SPECIFY**
7% Don't know
6% Refused

8. If you were to change your car's oil...what would you do with the used motor oil?
READ AND ROTATE 1 THRU 5

70% Take it to a gas station or hazmat facility for recycling
3% Store it in my garage
2% Put it in the trash
1% Dump it on the ground or in the gutter
0% Dump it down the sink
2% Other **SPECIFY**
20% I don't change my car's oil / I take it to a garage
2% Don't know
0% Refused

IF OTHER THAN PUNCH 3, 7, 9 or 0 ABOVE, ASK:

8A. Which of the following would you say is the reason you don't recycle your used motor oil? **READ AND ROTATE 1 THRU 4**

- 16% It is inconvenient to recycle used motor oil
- 15% I am not sure where to take my used motor oil
- 9% I don't want to have to pay to recycle it since my local station charges a fee
- 0% I don't think that recycling is important
- 24% Other **SPECIFY**
- 28% Don't know
- 8% Refused

9. When disposing of medications that have expired or you no longer need...do you? **READ AND ROTATE 1 THRU 4**

- 66% Put them in the trash
- 10% Return them to the pharmacy
- 9% Flush them the down toilet
- 5% Not dispose of them
- 5% Other **SPECIFY**
- 4% Don't know
- * Refused

10. Which of the following best describes how often you fertilize your lawn? **READ AND ROTATE 1 THRU 8**

- 11% Once a year in the spring
- 4% Once a year in the fall
- 14% Twice a year
- 3% Three times a year
- 3% Four or more times a year
- 29% Never
- 16% I have a lawn care service take care of my yard
- 17% I don't have a lawn
- 2% Don't know
- 0% Refused

11. Have you ever tested your soil to see if it needs fertilizer, before using fertilizer?

- 21% Yes
- 74% No
- 4% Don't know
- 1% Refused

12. Where do you get most of your information on lawn care and how to fertilize your lawn? **ACCEPT MULTIPLE RESPONSES READ AND ROTATE 1 THRU 7**

26%	Garden store
23%	Lawn care products (such as on the back of a bag of fertilizer)
22%	On the internet
11%	Television
10%	Brochures
8%	Neighbors
6%	Radio
32%	Other
9%	Don't know
3%	Refused

SPECIFY

13. Do you use pesticides to kill bugs on your yard?

19%	Yes
77%	No
4%	Don't know
1%	Refused

IF YES, ASK:

- 13A. How often do you use these pesticides? **READ 1 THRU 5**

0%	Daily
0%	Weekly
2%	Monthly
33%	Several times a year
30%	Once a year
28%	Depends
6%	Don't know
0%	Refused

14. Do you use herbicides to kill weeds on your yard?

29%	Yes
66%	No
5%	Don't know
*	Refused

IF YES, ASK:

14A. How often do you use these herbicides? **ACCEPT MULTIPLE RESPONSES READ AND ROTATE 1 THRU 3**

0% Daily
0% Weekly
4% Monthly
36% Several times a year
33% Once a year
24% Depends
2% Don't know
0% Refused

15. Some people are surprised to learn that polluted storm water is the NUMBER ONE cause of pollution in the Potomac River and Chesapeake Bay. When it rains and when snow melts, the water picks up pollutants on the land and washes them into local waterways and storm drains where it flows eventually to the Potomac River and Chesapeake Bay. Used motor oil dumped into a storm drain, pet waste and lawn fertilizers and other yard chemicals also contribute significantly to this problem. Knowing this, would you be more likely or less likely to take actions to reduce the amount of pollutants that you personally put into storm drains or would knowing this not make a difference in your actions?

48% Much more likely
23% Somewhat more likely
1% Somewhat less likely
2% Much less likely
20% No difference
5% Don't know
71% TOTAL MORE LIKELY
3% TOTAL LESS LIKELY

16. How important to you think it is for local governments to spend more money on protecting water quality? **READ 1 THRU 4**

64% Very important
28% Somewhat important
4% Not to important
2% Not at all important
2% Don't know
* Refused

17. How frequently do you listen to a local radio station? **READ 1 THRU 4**

59% Daily
17% Frequently, but not daily
12% Seldom
10% Never
1% Don't know
0% Refused

SKIP TO D1
SKIP TO D1
SKIP TO D1

18. When you listen to the radio, what local radio station do you listen to most often?

ASK AS PRECODED OPEN END QUESTION

17%	WTOP (1500 or 103.5)
11%	WAMU (NPR)
8%	WMAL (630)
4%	WASH-FM (97.1)
4%	WETA-FM (90.9)
3%	WMZQ (98.7)
3%	DC 101
2%	WGAY (99.5)
2%	WJFK
2%	WBIG-FM
2%	WHUR-FM (Howard University)
2%	WARW-FM
2%	WKYS (93.9)
1%	WAVA (105.1)
1%	WTEM-AM
1%	WJZW-FM
*	WGMS (Classical)
*	WFAX (1220)
*	WABS (780)
*	WAGE
0%	WDCT
0%	WLZL-FM
0%	WRC (980)
23%	Other
11%	Don't know
*	Refused

SPECIFY

And now I have just a few questions for statistical purposes only . . .

D1 What is the primary language spoken in your home? **ASK AS PRE-CODED OPEN END**

92% English
1% Spanish
1% Chinese
* Vietnamese
* Korean
0% Ethiopian
0% Middle Eastern
4% Other
1% Refused

SPECIFY

D2 Which of the following income groups includes your total household income in 2007 before taxes?

1% Under \$10,000
2% \$10,000 - \$14,999
1% \$15,000 - \$19,999
2% \$20,000 - \$24,999
1% \$25,000 - \$29,999
3% \$30,000 - \$39,999
3% \$40,000 - \$49,999
13% \$50,000 - \$74,999
14% \$75,000 - \$99,999
39% \$100,000 And Over

D3 What is the last grade of school you completed?

1% Grade School or Less (1-8)
1% Some High School
12% High School Graduate
2% Vocational / Technical Training
6% Some College (Less Than 2 Years)
9% Some College (2 Years Or More)
33% College Graduate
33% Post Graduate Work
* Don't know
4% Refused

D4 Do you consider yourself to be White, African American, Hispanic, Asian or what?

65% White
15% African American
3% Hispanic
8% Asian
2% Other
1% Don't know
6% Refused

SPECIFY

D5 Which of the following best describes where you live? Is it a...**ROTATE 1 THRU 4**

61%	Single Family Home
11%	Duplex / Semi-Detached Home
10%	An Apartment
10%	A Condominium
4%	Don't know
4%	Refused

D6 Gender

48%	Male
52%	Female

D7 City or County

7%	City of Alexandria
10%	Arlington County
52%	Fairfax County
12%	Loudon County
14%	Prince William County
5%	Stafford County

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Northern Virginia Clean Water Partners Post- Radio Campaign Survey May 2008

Hello, my name is _____, and I'm with American Viewpoint, an independent market research firm located in Alexandria, Virginia. This is not a sales call. We are doing a survey on issues in Northern Virginia, and I would like to ask you a few questions.

- A. What is your age? ***IF UNDER 18 YEARS OF AGE, ASK IF THERE IS ANYONE IN THE HOUSEHOLD WHO IS 18 OR OLDER.***

6%	18-24
5%	25-29
6%	30-34
11%	35-39
13%	40-44
13%	45-49
16%	50-54
10%	55-59
10%	60-64
3%	65-69
2%	70-74
5%	75 and over

- B. Do you live in (NAME OF CITY, TOWN OR COUNTY FROM SAMPLE) at this address?

1	Yes
2	No

***CONTINUE
THANK AND TERMINATE***

1. Do you live in the Potomac River Watershed?

May 08	Apr 08	
45%	42%	Yes
37%	39%	No
18%	19%	Don't know
0%	0%	Refused

2. What do you think is the number one cause of pollution in local streams, the Potomac River and the Chesapeake Bay?

22%	Fertilizers/Pesticides from lawns and farms
20%	Trash dumped by people/Households
12%	Factories/Industrial waste/Toxic chemicals
10%	Storm sewer/Street water run-off
6%	Automobiles/Car oil/Exhaust pollution
4%	Trash (In General)
3%	Other
24%	Don't Know/Refused

3. How important do you feel the role of individuals is in maintaining the quality of water in our local streams and rivers, the Potomac River and the Chesapeake Bay?

May 08	Apr 08	
75%	74%	Very important
21%	21%	Somewhat important
2%	3%	Not too important
2%	2%	Not at all important
*	1%	Don't know
*	0%	Refused

4. Storm water is rain or other water discharged over land, such as a lawn sprinkler, that flows into the street, along the gutter and into the storm drain. Where do you think storm water eventually ends up? **ASK AS A PRE-CODED OPEN END QUESTION**

May08	Apr 08	
77%	69%	Into the Potomac River or Chesapeake Bay
3%	2%	Underground
3%	3%	To a waste water treatment facility
2%	0%	Into a pipe
8%	19%	Other
8%	7%	Don't know
*	0%	Refused

SPECIFY

5. In the past couple of months, have you heard any ads on the radio about keeping storm water a little cleaner by picking up after your pet, not dumping motor oil in the storm drain and using less fertilizer on your lawn?

May 08	Apr 08	
48%	32%	Yes
52%	67%	No
*	2%	Don't know
0%	0%	Refused

6. I would now like to read to you a list of activities that people engage in and have you tell me which if any you engage in? **ACCEPT MULTIPLE RESPONSES READ AND ROTATE 1 THRU 3**

May 08	Apr 08	
37%	38%	Fertilize your lawn
27%	26%	Walk your dog
13%	14%	Change your own motor oil
41%	43%	None of the above
*	0%	Don't know
0%	0%	Refused

Now, I would like to read to you some specific actions that individuals could take to help improve water quality in the Potomac River and the Chesapeake Bay and have you tell me if you do any of these actions. The first is...**ROTATE**

7. Would you say that you always, most of the time, sometimes, occasionally, or never pick up after your pet?

May 08	Apr 08	
30%	32%	Always
5%	3%	Most the time
2%	1%	Sometimes
1%	1%	Occasionally
4%	5%	Never
56%	54%	Don't have a pet
2%	2%	I have a pet, but don't walk it
*	*	Don't know
*	*	Refused

IF PUNCH 4 OR 5 ABOVE, ASK:

- 7A. Which of the following would you say is the reason you don't pick up after your pet?
READ AND ROTATE 1 THRU 4

May 08	Apr 08	
26%	24%	I don't think picking up after my pet is important
13%	15%	I don't like to pick up pet waste
4%	3%	There are not enough trash cans in which to dispose of the waste
0%	0%	I forget to bring a bag to put the waste in
34%	45%	Other SPECIFY
24%	7%	Don't know
0%	6%	Refused

8. If you were to change your car's oil...what would you do with the used motor oil?

READ AND ROTATE 1 THRU 5

May 08 Apr 08

73% 70% Take it to a gas station or hazmat facility for recycling

3% 3% Store it in my garage

3% 2% Put it in the trash

1% 1% Dump it on the ground or in the gutter

1% 0% Dump it down the sink

1% 2% Other

SPECIFY

17% 20% I don't change my car's oil / I take it to a garage

1% 2% Don't know

* 0% Refused

IF OTHER THAN PUNCH 3, 7, 9 or 0 ABOVE, ASK:

- 8A. Which of the following would you say is the reason you don't recycle your used motor oil? **READ AND ROTATE 1 THRU 4**

May 08 Apr 08

30% 15% I am not sure where to take my used motor oil

18% 16% It is inconvenient to recycle used motor oil

10% 9% I don't want to have to pay to recycle it since my local station charges a fee

0% 0% I don't think that recycling is important

17% 24% Other

SPECIFY

10% 28% Don't know

14% 8% Refused

9. When disposing of medications that have expired or you no longer need...do you? **READ AND ROTATE 1 THRU 4**

May 08 Apr 08

64% 66% Put them in the trash

10% 10% Return them to the pharmacy

10% 9% Flush them the down toilet

6% 5% Not dispose of them

5% 5% Other

SPECIFY

5% 4% Don't know

* * Refused

Which of the following best describes how often you fertilize your lawn?

READ AND ROTATE 1 THRU 8

May 08 Apr 08

10% 11% Once a year in the spring

4% 4% Once a year in the fall

16% 14% Twice a year

3% 3% Three times a year

5% 3% Four or more times a year

27% 29% Never

17% 16% I have a lawn care service take care of my yard

16% 17% I don't have a lawn

3% 2% Don't know

1% 0% Refused

11. Have you ever tested your soil to see if it needs fertilizer, before using fertilizer?

May 08	Apr 08	
19%	21%	Yes
76%	74%	No
4%	4%	Don't know
2%	1%	Refused

12. Where do you get most of your information on lawn care and how to fertilize your lawn? **ACCEPT MULTIPLE RESPONSES READ AND ROTATE 1 THRU 7**

May 08	Apr 08	
19%	26%	Garden store
19%	23%	Lawn care products (such as on the back of a bag of fertilizer)
18%	22%	On the internet
7%	11%	Television
6%	8%	Neighbors
4%	10%	Brochures
3%	6%	Radio
27%	32%	Other
14%	9%	Don't know
4%	3%	Refused

SPECIFY

13. Do you use pesticides to kill bugs on your yard?

May 08	Apr 08	
21%	19%	Yes
75%	77%	No
4%	4%	Don't know
1%	1%	Refused

IF YES, ASK:

- 13A. How often do you use these pesticides? **READ 1 THRU 5**

May 08	Apr 08	
0%	0%	Daily
1%	0%	Weekly
3%	2%	Monthly
36%	33%	Several times a year
39%	30%	Once a year
16%	28%	Depends
4%	6%	Don't know
*	0%	Refused

14. Do you use herbicides to kill weeds on your yard?

May 08	Apr 08	
26%	29%	Yes
69%	66%	No
4%	5%	Don't know
1%	*	Refused

IF YES, ASK:

14A. How often do you use these herbicides? **READ 1 THRU 5**

May 08	Apr 08	
0%	0%	Daily
2%	0%	Weekly
3%	4%	Monthly
35%	36%	Several times a year
42%	33%	Once a year
16%	24%	Depends
2%	2%	Don't know
0%	0%	Refused

15. Some people are surprised to learn that polluted storm water is the NUMBER ONE cause of pollution in the Potomac River and Chesapeake Bay. When it rains and when snow melts, the water picks up pollutants on the land and washes them into local waterways and storm drains where it flows eventually to the Potomac River and Chesapeake Bay. Used motor oil dumped into a storm drain, pet waste and lawn fertilizers and other yard chemicals also contribute significantly to this problem. Knowing this, would you be more likely or less likely to take actions to reduce the amount of pollutants that you personally put into storm drains or would knowing this not make a difference in your actions?

May 08	Apr 08	
47%	48%	Much more likely
21%	23%	Somewhat more likely
2%	1%	Somewhat less likely
2%	2%	Much less likely
21%	20%	No difference
6%	5%	Don't know
68%	71%	TOTAL MORE LIKELY
4%	3%	TOTAL LESS LIKELY

16. How important do you think it is for local governments to spend more money on protecting water quality? **READ 1 THRU 4**

May 08	Apr 08	
64%	64%	Very important
28%	28%	Somewhat important
4%	4%	Not to important
2%	2%	Not at all important
2%	2%	Don't know
*	*	Refused

IF YES TO Q5 ABOVE, ASK:

- 16A. Earlier you indicated that you had heard on the radio about the campaign to reduce the amount of motor oil, fertilizer or dog waste that is put into our storm drain system. How effective do you think this ad is in causing people to change their behavior with regard to picking up pet waste, not dumping used motor oil or using less fertilizer? Would you say it is...

READ RESPONSES 1 THRU 4

21% Very effective
60% Somewhat effective
8% Not too effective
6% Not at all effective
5% Don't know
1% Refused

- 16B. Did hearing the ad make you personally change any of your behaviors relating to picking up pet waste, not dumping motor oil or fertilizing? **IF YES, READ RESPONSES / ACCEPT MULTIPLE RESPONSES**

11% Yes, I pick up pet waste more often
5% Yes, I no longer dump motor oil
7% Yes, I now recycle motor oil
15% Yes, I am more careful with fertilizer
22% I was already doing the correct behaviors
47% None of the above applies to me because I don't have a pet, a lawn and/or change my own oil
5% Don't know
3% Refused

17. How frequently do you listen to a local radio station? **READ 1 THRU 4**

	May 08	Apr 08	
59%	59%		Daily
18%	17%		Frequently, but not daily
15%	12%		Seldom
8%	10%		Never
*	1%		Don't know
*	0%		Refused

SKIP TO D1
SKIP TO D1

18. When you listen to the radio, what local radio station do you listen to most often?

ASK AS PRECODED OPEN END QUESTION

May 08 Apr 08

22%	17%	WTOP (1500 or 103.5)
11%	11%	WAMU (NPR)
7%	8%	WMAL (630)
3%	4%	WASH-FM (97.1)
3%	3%	WMZQ (98.7)
3%	2%	WGAY (99.5)
3%	2%	WHUR-FM (Howard University)
2%	3%	DC 101
2%	4%	WETA-FM (90.9)
1%	2%	WJFK
1%	1%	WAVA (105.1)
1%	*	WGMS (Classical)
1%	0%	WRC (980)
*	*	WFAX (1220)
*	0%	WDCT
*	2%	WKYS (93.9)
*	1%	WTEM-AM
*	2%	WBIG-FM
0%	2%	WARW-
0%	1%	WJZW-FM
0%	*	WABS (780)
0%	*	WAGE
0%	0%	WLZL-FM
25%	23%	Other
12%	11%	Don't know
1%	*	Refused

SPECIFY

And now I have just a few questions for statistical purposes only . . .

D1 What is the primary language spoken in your home? **ASK AS PRE-CODED OPEN END**

93% English
1% Spanish
* Chinese
* Vietnamese
0% Korean
0% Ethiopian
0% Middle Eastern
4% Other
1% Refused

SPECIFY

D2 Which of the following income groups includes your total household income in 2007 before taxes?

1% Under \$10,000
1% \$10,000 - \$14,999
2% \$15,000 - \$19,999
1% \$20,000 - \$24,999
2% \$25,000 - \$29,999
2% \$30,000 - \$39,999
2% \$40,000 - \$49,999
14% \$50,000 - \$74,999
13% \$75,000 - \$99,999
42% \$100,000 And Over

D3 What is the last grade of school you completed?

1% Grade School or Less (1-8)
2% Some High School
10% High School Graduate
1% Vocational / Technical Training
7% Some College (Less Than 2 Years)
9% Some College (2 Years Or More)
34% College Graduate
32% Post Graduate Work
1% Don't know
4% Refused

D4 Do you consider yourself to be White, African American, Hispanic Asian or what?

65% White
15% African American
4% Hispanic
7% Asian
2% Other
* Don't know
6% Refused

SPECIFY

D5 Which of the following best describes where you live? Is it a...**ROTATE 1 THRU 4**

64%	Single Family Home
9%	Duplex / Semi-Detached Home
9%	An Apartment
11%	A Condominium
4%	Don't know
3%	Refused

D6 Gender

48%	Male
52%	Female

D7 City or County

7%	City of Alexandria
10%	Arlington County
52%	Fairfax County
12%	Loudon County
14%	Prince William County
5%	Stafford County

Appendix B

Northern Virginia Clean Water Partners Planning Meeting Agendas and Presentations

Northern Virginia

Clean Water Partners

Fairfax County • Prince William County • Arlington County • Loudoun County • Stafford County • Fairfax Water • City of Alexandria
Loudoun County Sanitation Authority • City of Fairfax • Town of Herndon City of Falls Church • Town of Vienna • Town of Dumfries
Northern Virginia Regional Commission • Virginia Coastal Zone Management Program

Tuesday, February 19, 2007
1 – 3:30 p.m.
NVRC's Chesapeake Conference Room

MEETING AGENDA

- Welcome and Introductions
- Budget & Letters of Commitment
- Introduction of Media Buyer: Media Vision
- Plan for the Spring Radio Advertisement and Survey
- Tagline Revisions
- Issue-specific Concurrent Campaign: Waste Oil Recycling
- Updates from Across the Region
 - AFF Campaign

www.onlyrain.org



Northern Virginia Clean Water Partners

2008 Campaign Contributions:

Locality	MS4 Permit Phase	2000 Population	# of Residents Served	Percent of the Region	2007 Contributions*		2008 Contributions* To be Requested	Date Received Letter of Commitment Or Invoiced	2008 Commitment
					Requested	Actual			
City of Alexandria	II	128,283	----	7.1	\$ 12,425	\$ 0	\$ 12,425		
City of Fairfax	II	21,498	----	1.2	2,100	2,100	2,100		
City of Falls Church	II	10,377	----	0.6	1,050	1,050	1,050	02/15/2008	1,050
City of Manassas	II	35,135	----	1.9	3,325	0	3,325		
City of Manassas Park	II	10,290	----	0.6	1,050	0	1,050		
Arlington County	I	189,453	----	10.4	18,200	18,200	18,200	01/25/2008	18,200
Fairfax County	I	969,749	----	53.4	93,450	93,450	93,450		
Loudoun County	II	169,599	----	9.3	16,275	16,275	16,275		
Prince William County	I	280,813	----	15.5	27,125	27,125	27,125	01/05/2008	27,125
Stafford County	II	92,446			NA	NA	9,100	01/16/2008	7,500
Town of Vienna	II	14,453	----	0.4	1,000	1,000	1,000	01/15/2008	1,000
Town of Herndon	II	21,655	----	0.6	1,000	1,800	1,000	01/25/2008	1,000
Town of Dumfries	II	4,937	----	0.1	500	0	500	01/08/2008	500
Town of Leesburg	II	28,311	----	0.8	2,000	0	2,000		
Town of Purcellville	II	3,584	----	0.1	500	0	500		
LCSA	II	----	130,000	7.2	2,500	2,500	2,500		
Fairfax Water	II	----	1,300,000	71.9	5,000	5,000	5,000	02/19/2008	5,000
DCWASA	II	----	500,000	----	5,000	0	5,000		
Alexandria Sanitation Authority	II	----	350,000	----	NA	NA	5,000		
Total		1,805,880	1,460,000	100%	\$178,500	\$168,500	\$202,500	Total as of 02/19/2008	\$ 61,375

*Consistent with funding goals set in 2005.

Northern Virginia

Clean Water Partners

Fairfax County • Prince William County • Arlington County • Loudoun County • Stafford County • Fairfax Water • City of Alexandria
Loudoun County Sanitation Authority • City of Fairfax • Town of Leesburg • Town of Herndon • City of Falls Church • Town of Vienna
Town of Dumfries • Northern Virginia Regional Commission • Virginia Coastal Zone Management Program

Tuesday, April 15, 2008
1:30 – 3:30 p.m.
NVRC's Chesapeake Conference Room

MEETING AGENDA

- Welcome
- Pre-campaign Survey Results
- Spring 2008 Campaign Reach, Added Value, and Website
- Motor Oil Recycling Promotion
- Updates from Around the Region

www.onlyrain.org



Spring 2008 Regional Stormwater Education Campaign Overview

Northern Virginia Clean Water Partners

April 15, 2008



Northern Virginia
Clean Water Partners

Fairfax County | Prince William County | Arlington County | Loudoun County | Stafford County | Fairfax Water | City of Alexandria | Loudoun Water | City of Fairfax | Town of Herndon
City of Falls Church | Town of Leesburg | Town of Vienna | Town of Dumfries | Northern Virginia Regional Commission | Virginia Coastal Zone Management Program

Radio Station List

	Station Name	Number of Spots
1	WBIG-FM (100.3 – Classic Hits)	140
2	WJFK-FM (106.7 – Talk/Personality)	148
3	WLZL-FM (99.1 – Spanish Tropical)	96
4	WMAL-AM (630 – News, Talk, Information)	144
5	WROX-FM (107.3 – Hot Adult Contemporary)	148
6	WTEM-AM (980 – All Sports)	140
7	WTGB-FM (94.7 – Classic Hits)	128
8	WTOP-AM/FM (830: 103.5 – All News)	120
	Market Total	1064

2008 Campaign Reach

Average Audience Size
(Total Gross Ratings Points)

689

Percentage of Target Audience Reached
& Average Number of Exposures

58.4% with an average
of 12 exposures

Individual Exposures
(Unique Impressions)

733,096

Added Value Opportunities

Overall Total Added Value for 2008
Approximately \$300,000

- Public Service Announcements
Green Tips - WTGB
- Web Elements
- On Air Interviews
- Sponsorships
- Event Booth and Literature Distribution

Public Service Announcements

Five :05 spots each week

Two :10 spots each week

Thirty-two :30 spots each week

Eighty-four :60 spots each week

Total of 123 Spots *(111 minutes of air time!)*

Public Service Announcements

Green Tips - WTGB

- Lawn Care (fertilizers, pesticides, and herbicides)
- Litter
- Motor Oil
- Pet Waste
- Stormwater Runoff

Will air 4/7 through 5/18



Web Elements

Promotional Web Banners:

- WBIG
- WLZL
- WMAL



It's up to you to prevent water pollution!

Click here for more information.



On-Air Interviews

- WJFK
Details TBD
- WLZL
To air April 23rd – in Spanish
- WMAL
To be recorded and aired within the same week.
- WTGB
Missed Opportunity ☹



Sponsorships

WJFK

Five per week

News, weather, and traffic sponsorships during the morning and afternoon drive segments.

WRQX

Two per week

Ten second traffic sponsorships.

WTGB

Five per week

News, weather, and traffic sponsorships during the morning drive segment.

Event Booth and Literature Distribution

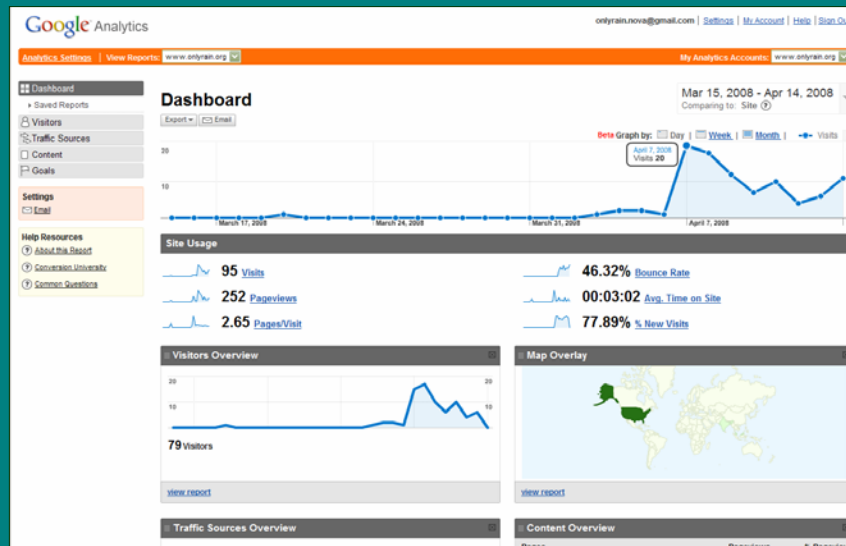
Arlandria - Chirilagua Festival

- Sunday, June 8th in Alexandria on Mt. Vernon Avenue (north of Del Ray).
- El Zol will air 15, 10-second promotional announcements the week of the Chirilagua Festival inviting listeners to stop by the NVRC booth.
- **We need volunteers!!!**

WJFK, WLZL, WMAL, WTGB, and WTEM will all distribute literature (pet waste postcards).



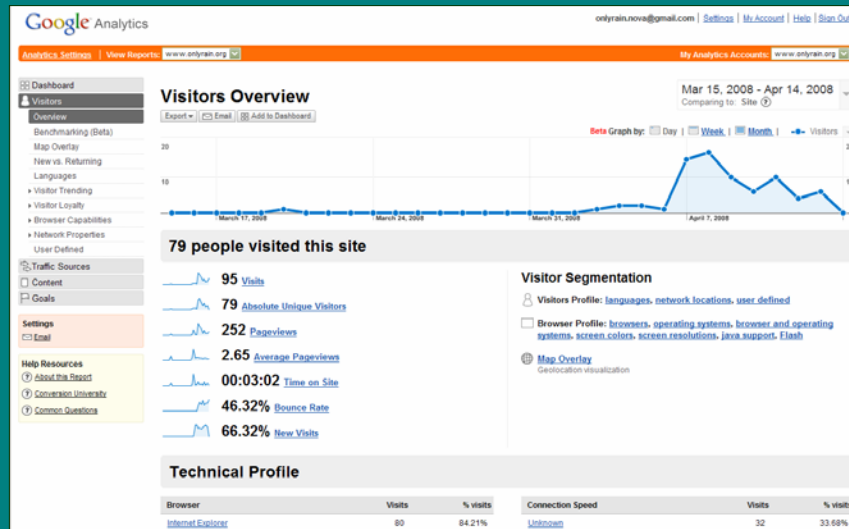
Website Traffic (Mar 15 – Apr 14)



Traffic Sources (Apr 7 – Apr 15)



Overview of Visitors



YAY!



Budget

Radio Ads	\$149,016
Survey	18,000
Web-Hosting Service <i>(2-year contract)</i>	239
Partner Contributions	\$185,725
Expenditures	- <u>167,255</u>
Remainder	\$18,470

Northern Virginia

Clean Water Partners

Fairfax County • Prince William County • Arlington County • Loudoun County • Stafford County • Fairfax Water • City of Alexandria
Loudoun Water • City of Fairfax • Town of Leesburg • Town of Herndon • City of Falls Church • Town of Vienna • Town of Dumfries
Northern Virginia Regional Commission • Virginia Coastal Zone Management Program

Thursday, July 24, 2008
10 AM - NOON
Loudoun Water Campus

MEETING AGENDA

- Welcome
- 2008 Report
- Decision on the use of remaining funds
- 2009 Campaign Plan Development
- World Water Monitoring Day – September 18th, Haines Point, Washington D.C.
- Updates from Around the Region

www.onlyrain.org



Appendix C

Technical Workshop Materials

Workshop Announcement

New Chesapeake Bay Regulation Guidance and Requirements

When	Thursday, November 29, 2007 10 a.m. - noon
Where	Northern Virginia Regional Commission Chesapeake Conference Room 3060 Williams Drive, Suite 510 Fairfax, VA 22031 www.novaregion.org/directions.htm
Workshop Description	<p>Representatives from the Department of Conservation and Recreation's Division of Chesapeake Bay Local Assistance will present their newest guidance document on Nontidal Wetlands and discuss their Phase III program.</p> <p>Specifically, the Nontidal Wetland document provides information for determining the situations for which Nontidal Wetlands are required to be part of the Resource Protection Areas including:</p> <ul style="list-style-type: none">• Nontidal Wetlands Connected by Surface Flow and Contiguous to a Tidal Wetland;• Nontidal Wetlands Connected by Surface Flow and Contiguous to a Water Body with Perennial Flow;• Nontidal Wetlands Separated by a Levee;• Interrupted and Disconnected Nontidal Wetlands;• Nontidal Wetlands Associated with Lakes, Ponds, and Other Impoundments; and• Nontidal Wetlands Associated with Intermittent Streams or Other Non-Perennial Conveyances. <p>For more information, visit: http://www.dcr.virginia.gov/chesapeake_bay_local_assistance/guid.shtml and click on: <i>Resource Protection Areas: Nontidal Wetlands</i> (requires Adobe Reader to open).</p> <p>The Phase III requirements currently under development are driven by Sec. 9 VAC 10-20-191 of the Chesapeake Bay Preservation Area Designation and Management Regulations. Under these requirements, local governments must review their land development regulations and processes, which include, but are not limited to, zoning ordinances, subdivision ordinances, erosion and sediment control ordinances, and the plan of development review process, as necessary to comply with the provisions of the Act.</p>
Contact Information	For questions or to RSVP, contact Laura Grape, lgape@novaregion.org ; 703.642.4625

This workshop is funded in part by the Virginia Coastal Zone Management Program at the Department of Environmental Quality through Grant #NA07NOS4190241 of the U.S. Department of Commerce, National Oceanic and Atmospheric Administration, under the Coastal Zone Management Act of 1972, as amended.



DCR – CBLA: Phase III Program and Non-Tidal Wetlands Workshop

Northern Virginia Regional Commission

November 29, 2007

FINAL REGISTRATION LIST

	Name	Organization	Please make any corrections to your email address	Interested in future workshops? Y / N
1	Kay Ansari	Prince William County	kansari@pwcgov.org	Y
2	Bill Barrack	City of Alexandria	william.barrack@alexandriava.gov	Y
3	Kelly Baty	Loudoun County	wbaty@loudoun.gov	Y
4	Michelle Brickner	Fairfax County	michelle.brickner@fairfaxcounty.gov	
5	Susan Cheung	VDOT – Northern VA Office	susan.cheung@vdot.virginia.gov	Y
6	Beata Coss	Prince William SWCD	beatacoss@pwsacd.org	Y
7	Judith Cronauer	Fairfax County	judith.Cronauer@fairfaxcounty.gov	Y
8	Shannon Curtis	Fairfax County	shannon.curtis@fairfaxcounty.gov	Y
9	Don Demetrius	Fairfax County	don.demetrius@fairfaxcounty.gov	
10	Patty Dietz	Prince William County	pdietz@pwcgov.org	Y
11	Tom Dombrowski	Prince William County	tdombrowski@pwcgov.org	
12	Mary Espiritu	Prince William County	mespiritu@pwcgov.org	Y
13	Nicole Ethier	Prince William SWCD	nicoleethier@pwsacd.org	Y
14	John Friedman	Fairfax County	John.friedman@fairfaxcounty.gov	Y
15	Laura Giese	WSSI	lgiese@wetlandstudies.com	Y
16	Claudia Hamblin-Katnik	City of Alexandria	claudia.hamblin-katnik@alexandriava.gov	
17	Jeff Harn	Arlington County	jharn@arlingtonva.us	Y
18	Austin Hayes	Prince William SWCD	austinhayes@pwsacd.org	
19	Mark Headly	WSSI	mheadly@wetlandstudies.com	Y
20	Bill Hicks	NVRC	bhicks@novaregion.org	
21	Rob Jones	VDOT – Northern VA Office	rob.jones@vdot.virginia.gov	Y
22	Noel Kaplan	Fairfax County	noel.kaplan@fairfaxcounty.gov	Y

23	Don Lacquement	Fairfax County	don.lacquement@fairfaxcounty.gov	N
24	Dave Lawlor	Fairfax County Park Authority	dave.lawlor@fairfaxcounty.gov	Y
25	Camlynn Lewis	Fairfax County	camlynn.lewis@fairfaxcounty.gov	
26	Matt Meyers	Fairfax County	matthew.meyers@fairfaxcounty.gov	Y
27	Deanna Meyer-Pietruszka	VDOT – Northern VA Office		Y
28	Madan Mohan	Prince William County	mmohan@pwcgov.org	Y
29	Kevin Munroe	Fairfax County Park Authority	kevin.munroe@fairfaxcounty.gov	Y
30	Kate Norris	Prince William SWCD	katenorris@pwsxcd.org	Y
31	Ben Rosner	WSSI	broser@wetlandstudies.com	Y
32	Charles Smith	Fairfax County Park Authority	charles.smith@fairfaxcounty.gov	Y
33	Amelia Warren	Prince William County	awarren@pwcgov.org	Y
34	Doug Washington	VDOT – Northern VA Office	doug.washington@vdot.virginia.gov	Y
35	Mary Ann Welton	Fairfax County	mwelton@fairfaxcounty.gov	
36	Carrie Williams	WSSI	cwilliams@wetlandstudies.com	Y
37	Greg Zell	Arlington County	gzell@arlingtonva.us	
38	Peter Millard	City of Fairfax	pmillard@fairfaxva.gov	Y
39	Adrian Fremont	City of Fairfax	afremont@fairfaxva.gov	Y
40	Michelle Coleman	City of Fairfax	mcoleman@fairfaxva.gov	Y
41	Algene Byrum	VDOT		Y
42	Perry Grubb	City of Fairfax	pgrubb@fairfaxva.gov	Y
43	Jerry Stonefield	Fairfax County	Jerry.stonefield@fairfaxcounty.gov	
44	Elfatih Salim	Fairfax County	Elfatih.salim@fairfaxcounty.gov	Y
45	Willie Woode	Northern Virginia SWCD	Willie.woode@fairfaxcounty.gov	Y

Total RSVP'd - 37

Walk-ins - 8

No shows – 5

Attendance Total – 40, excludes presenters and facilitator (Laura Grape)

New Chesapeake Bay Regulation Guidance and Requirements

Feedback Responses

November 29, 2007

1. Overall, how would you rate today's workshop?

1 22%	2 56%	3 11%	4 11%	5	Comments:
Very good				Poor	

2. How helpful were the presentations in expanding your understanding of the new Non-Tidal Wetland guidance and DCBLA's Phase III program?

Non-Tidal Wetland Guidance					Comments:
1 45%	2 11%	3 33%	4 11%	5	
Very helpful			Not helpful at all		
Phase III Update					Comments: • DCR Staff was very responsive
1 33%	2 45%	3 11%	4 11%	5	
Very helpful			Not helpful at all		

3. Will the information presented be useful in your work? Total Yes = 100%

Responses:

- Better understanding of Phase III process timeline
- Very helpful – would like to continue with periodic meetings on Phase III implementation and county's ordinances

4. What efforts will your locality take to meet the new Chesapeake Bay Preservation Ordinance requirements?
What information / data will you need to better assist you in the process?

- Changes to "indigenous" plant language – use native and permit removal of non-native invasive species.
- We'll meet them, of course, not sure what other information or data is needed at this time.
- Will be interested in checklist and how extensive these General Performance Criteria.
- More specifics

5. How could this workshop be improved?
- Minor thing, but I'd suggest the presenters stand instead of sit.

6. Would you be interested in having additional workshops on this subject? Total Yes = 22%, No Response = 78%

-
7. Are the handouts helpful? Total Yes = 78%, No Response = 22%
- What other information would you be interested in receiving on this subject?
- Contact Lists are always a great help, thanks!
 - Need handouts of the wetland presentation

-
8. Under its Coastal Technical Assistance Program, NVRC is responsible for hosting four workshops, per year. Please provide us with other suggestions for future workshop topics. If you would prefer to follow-up at another time, please feel free to contact Laura Grape, at your convenience.

No responses provided

Thank you very much for taking the time to provide this valuable feedback. Please return your completed form to:

Laura Grape
Northern Virginia Regional Commission

Tel: 703-642-4625
Fax: 703-642-5077
lgrape@novaregion.org
3060 Williams Drive, Suite 510
Fairfax, VA 22031

Workshop Announcement

Chesapeake Bay Phase III Program Follow-up

When	Thursday, March 13, 2008 10 – 11:30 a.m.
Where	Northern Virginia Regional Commission Chesapeake Conference Room 3060 Williams Drive, Suite 510 Fairfax, VA 22031 www.novaregion.org/directions.htm
Workshop Description	<p>Representatives from the Department of Conservation and Recreation's Division of Chesapeake Bay Local Assistance will provide an update on their Phase III Review Process and the proposed Annual Reporting Requirements. CBLA revised the draft two-page 2008 Assessment Survey based on internal and external reviews.</p> <p>Additionally, staff from CBLA encourages staff to come to the meeting prepared to provide any feedback on the 2008 Annual Report, which will be presented to the Chesapeake Bay Local Assistance Board on March 17, 2008.</p> <p>The Phase III requirements currently under development are driven by Sec. 9 VAC 10-20-191 of the Chesapeake Bay Preservation Area Designation and Management Regulations. Under these requirements, local governments must review their land development regulations and processes, which include, but are not limited to, zoning ordinances, subdivision ordinances, erosion and sediment control ordinances, and the plan of development review process, as necessary to comply with the provisions of the Act.</p>
Contact Information	For questions or to RSVP, contact Laura Grape, lgape@novaregion.org ; 703.642.4625

This workshop is funded in part by the Virginia Coastal Zone Management Program at the Department of Environmental Quality through Grant #NA07NOS4190241 of the U.S. Department of Commerce, National Oceanic and Atmospheric Administration, under the Coastal Zone Management Act of 1972, as amended.



DCR – CBLA: Phase III Program and Non-Tidal Wetlands Workshop

Northern Virginia Regional Commission

Thursday, March 13, 2008

Please Sign-In!

[illegible]

Chesapeake Bay Phase III Program

Feedback

Thursday, March 13, 2008

1. Overall, how would you rate today's workshop?

1 34%	2 33%	3 33%	4	5	Comments: <ul style="list-style-type: none">Need more time for Q&A
Very good				Poor	

2. Will the information presented be useful in your work? Total Yes = 100%

Responses:

- Provided timely information about upcoming actions to be required of my jurisdiction.
- Phase III is looming – It is very helpful to be kept up to speed on where this is going.

3. What efforts will your locality take to meet the new Chesapeake Bay Phase III Program requirements?

What information / data will you need to better assist you in the process?

- We will comply of course. Don't know yet what our data needs will be.
- Review existing ordinances for compliance
- Provide ongoing Zoning Ordinance rewrite consultant with required text changes.
- Begin informal update for staff, elected officials, and the public on anticipated changes; revising handouts as needed.
- Prepare ordinance amendments, other than Zoning, as required.

4. How could this workshop be improved?

- More time.
- Perhaps scheduling for two hours to permit presentation and question/comment period.

5. How often would you be interested in meeting with the DCR – Division of Chesapeake Bay Local Assistance? Please check one:

- ☐ 2 - Quarterly Basis
- ☐ 1 - Semi-Annual Basis (Twice per year)
- ☐ Annual Basis
- ☐ As-needed Basis
- ☐ Other: _____

-
6. Please list any topics which you'd like to meet with the DCR – DCLA staff about?
- Exception process
 - Problems encountered when applying criteria
 - Standardization of credit/bonuses for environmentally sensitive building materials and/or LEED certification.
-

7. Are the handouts helpful? Total Yes = 100%
What other information would you be interested in receiving on this subject?

8. Under its Coastal Technical Assistance Program, NVRC is responsible for hosting four workshops, per year. Please provide us with other suggestions for future workshop topics. If you would prefer to follow-up at another time, please feel free to contact Laura Grape, at your convenience.

No responses provided.

Thank you very much for taking the time to provide this valuable feedback.

Please return your completed form to:

Laura Grape
Senior Environmental Planner
Northern Virginia Regional Commission

Tel: 703-642-4625
Fax: 703-642-5077
lgrape@novaregion.org
3060 Williams Drive, Suite 510
Fairfax, VA 22031

Beautifying Your Yard for Healthy Streams

Designing, Building, and Maintaining Small-Scale Rain Gardens

Brought to you by
the Town of Herndon Department of Parks & Recreation and Community Development

Saturday, April 26, 2008
8:30 – 11:30 a.m.
Herndon Town Council Chambers

AGENDA

Welcome

Mayor Steve DeBenedittis

Designing and Building a Rain Garden

Asad Rouhi, Urban Conservation Engineer, Northern Virginia Soil & Water Conservation District

Break

Selecting Plants and Landscaping a Rain Garden

Christin Jolicoeur, Watershed Specialist, Northern Virginia Soil & Water Conservation District

Break

Maintaining a Rain Garden, Lessons-Learned

Aileen Winquist, Environmental Planner, Arlington County

Questions

This workshop was funded, in part, by Virginia Coastal Zone Management Program at the Department of Environmental Quality through Grant #NAO6NOS4190178 of the U.S. Department of Commerce, National Oceanic and Atmospheric Administration, under the Coastal Zone Management Act of 1972, as amended.



Virginia Coastal Zone
MANAGEMENT PROGRAM

PRESENTERS

Asad Rouhi, PhD, P.E., Urban Conservation Engineer

asad.rouhi@fairfaxcounty.gov

Christin Jolicoeur, Watershed Specialist

Christin.jolicoeur@fairfaxcounty.gov

Northern Virginia Soil and Water Conservation District

www.fairfaxcounty.gov/nvswcd

The Northern Virginia Soil and Water Conservation District is a political subdivision of the Commonwealth of Virginia. Its boundaries are the same as those of Fairfax County. The agency goal is to promote clean streams and protected natural resources. Therefore, the district's mission is to lessen the impact of urban/suburban activities on our land and water resources in Fairfax County—vital components of the Chesapeake Bay Watershed. This is achieved through effective leadership, technical assistance, and outreach programs in collaboration with government, industry, and the public.

Aileen Winkvist, Environmental Planner

awinkvist@arlingtonva.us

Arlington County Department of Environmental Services

www.arlingtonva.us

Reduce. Reuse. Recycle. Arlington helps protect and conserve our natural resources through recycling programs, environmental outreach, and encouraging environmentally-sound development. Arlington's watershed management program is restoring local streams and improving water quality in the Potomac River and Chesapeake Bay.

Laura Grape, Senior Environmental Planner

lgrape@novaregion.org

Northern Virginia Regional Commission

www.novaregion.org

The Northern Virginia Regional Commission (NVRC) is a regional council of local governments in Northern Virginia. NVRC serves as a neutral forum where representatives of the member local governments can discuss and decide how to approach problems that cross county, city and town boundaries. It helps member governments share information about common problems; recognize opportunities to save money or to be more effective by working together; and take account of regional influences in planning and implementing public policies and services at the local level.



WORKSHOPS FOR LANDOWNERS

Learn how to Make Your Property More Environmentally Friendly and Beautiful!

TUES. SEPT 9th

6:30 - 9 PM

SAT. SEPT 13th

9:30 AM - 12 PM

SHREVEWOOD
ELEMENTARY SCHOOL

Low Impact Development Workshops

TUES. SEPT 9th

6:30 - 9 PM

or

SAT. SEPT 13th

9:30 AM - 12 PM

SHREVEWOOD
ELEMENTARY SCHOOL

7525 SHREVE ROAD
FALLS CHURCH, VA 22043

FREE

RSVP REQUIRED

PLEASE CONTACT:

Christin Jolicoeur

christin.jolicoeur@fairfaxcounty.gov

703.324.1423



**For:
Falls Hill
and
Poplar
Heights
Residents**

Why Participate?

By attending this workshop, residents will be able to identify landscaping solutions for common drainage concerns and to protect water quality.

Workshop attendees will receive a free site visit from the Northern Virginia Soil and Water Conservation District's technical staff.

Also, workshop attendees are eligible to apply for mini-grants up to \$300, for assistance with low-impact home landscape improvements.

Demonstration Project

WORK DAY - VOLUNTEER TO GET YOUR HANDS DIRTY!

SAT. OCT 18th, 10 AM

Homeowners Jeanne and Victor Klingelhofer are volunteering to convert their home landscape into a demonstration area for some of these landscape-based drainage and water quality improvement solutions. Insufficient stormwater infrastructure has caused drainage and erosion problems and flooding in the Falls Hill and Poplar Heights communities.

Since 2005, a multi-stakeholder group has been working together to identify and implement solutions to the flooding and water quality

concerns in these communities. The project at the Klingelhofer's property is part of this larger effort underway in the Falls Hill and Poplar Heights communities. The Klingelhofer's home will serve as an example for the possibilities and benefits associated with the philosophy of low impact development.

Volunteers are invited to participate in the implementation of solutions at the Klingelhofer's home on Saturday, October 18th.

PROJECT PARTNERS

Providence District Supervisor's Office
Fairfax County Department of Public Works and Environmental Services
Northern Virginia Soil and Water Conservation District
Northern Virginia Regional Commission
Angler Environmental

This project was paid for, in part, by funds generated from the sale of Chesapeake Bay license plates.



Appendix D

Fall 2008 NVironment Newsletter

NVRC LEADS U.S. AND EUROPEAN METROPOLITAN REGIONS TO ADDRESS COMMON CLIMATE AND ENERGY CHALLENGES

This past April, regional and environmental planning in the United States took a quantum leap in a new direction. For the first time, senior leaders from US and European regional councils met formally at the "US-European Conference of Metropolitan Regional Councils," in Alexandria, Virginia. Led by the Northern Virginia Regional Commission, the Network of European Metropolitan Regions and



US and European representatives sign the first international declaration between metropolitan regions to address climate and energy challenges.

Areas (METREX), the Metropolitan Washington Council of Governments, and the National Association of Regional Councils, over 170 officials from US and European regional councils considered the exchange and application of mutually beneficial regional climate and sustainable energy policies. Two themes were noted by the keynote speakers and conference participants: 1) An exchange between local and regional governments in the US and Europe is a very important element for developing solutions to global climate change and energy

See METREX, page 3

Four Mile Run Design Guidelines ARLINGTON AND ALEXANDRIA CONTINUE TO IMPLEMENT UNIFIED VISION

Between two distinct jurisdictions is a narrow, 2.5 mile long, urban stream corridor with big potential. In Spring 2006 Arlington County and the City of Alexandria adopted the Four Mile Run Restoration Master Plan, which envisions a corridor that integrates a variety of "in-stream" and "near-stream" components. These components include restored natural areas, additional recreational opportunities, enhanced transportation features, and improved overall quality of urban life.

To achieve this unified vision, the jurisdictions are developing Design Guidelines to refine the broad design language introduced in the Master Plan, which focuses on modern technology and materials, as well as design elements that complement one another and the existing built

See DESIGN GUIDELINES, page 9

INSIDE

- 2 Meet Aimee Vosper
- 2 Local Highlights from Across the Region
- 6 Encouraging Consumer Product Stewardship
- 6 Boundary Stones Preservation Project
- 7 Crossword
- 8 Town of Clifton Makes Big Commitment
- 8 Build-Your-Own Rain Barrels

MEET AIMEE VOSPER



NVRC's NEW DIRECTOR OF PLANNING AND ENVIRONMENTAL SERVICES

Aimee L. Vosper of Alexandria has been selected as the new Director of Planning and Environmental Services for the Northern Virginia Regional Commission (NVRC), according to G. Mark Gibb, Executive Director of NVRC. Ms. Vosper has been Division Chief, Park Planning and Development for the City of Alexandria Department of Recreation, Parks and Cultural Activities for more than six years. In her new position, Ms. Vosper will develop and manage the work of one of NVRC's major divisions responsible for regionally-important planning, environmental and related issues.

"NVRC will benefit significantly from Ms. Vosper's local government planning and environmental program experience and her familiarity and understanding of environmental and planning programs and issues on the regional level," Gibb said.

Ms. Vosper has been actively involved in the Four Mile Run Stream Restoration Project with the City of Alexandria, Arlington County, the U.S. Army Corps of Engineers and NVRC. She has also planned and managed capital projects for Alexandria related to parks, an historic cemetery and transportation enhancement grant programs. Prior to her most recent position with the City of Alexandria, Ms. Vosper has held positions as a planner and landscape architect for a land planning firm in California, for the City of Alexandria, and for a Falls Church engineering firm.

Ms. Vosper succeeds Doug Pickford who was NVRC's Director of Planning and Environmental Services for seven years.

For more information, contact Mark Gibb at 703.642.4646 or gmg@novaregion.org.

LOCAL HIGHLIGHTS FROM ACROSS THE REGION

TOWN OF LEESBURG TO PLANT RIPARIAN BUFFER

Six to eight acres of land in Ida Lee Park will return to its semi-natural state. The area is along the Big Springs Creek stream corridor, which has been recognized as the last natural native trout habitat in the piedmont region of Northern Virginia by Trout Unlimited. The riparian planting will include moisture-tolerant indigenous and native tree species, in areas that are currently managed turf.

The proposed planting, in addition to reducing the long-term maintenance requirements, will reduce impacts from the upcoming construction of a large outdoor swimming pool and parking lot. Under current regulations, construction of a stormwater management pond as a part of the new pool construction is not required. However in the spirit of trying to set an example for good watershed management, and protect Big Spring Creek, Leesburg chose to voluntarily address the impacts of runoff from the new impervious surfaces by reducing the velocities and volumes of runoff and pollutants reaching the stream by creating a diversely vegetated buffer.

For more information, contact:
William Ference at wference@leesburgva.gov

FAIRFAX COUNTY NATIONALLY RECOGNIZED FOR HYBRID FLEET

Fairfax County won two top honors, as well as an honorable mention, at the annual Public Technology Institute 2007-2008 Solutions Awards for its Plug-in Hybrid Electric Vehicle (PHEV) Fleet Trial. The awards recognize local governments for technology excellence. The Plug-In Hybrid Electric Vehicle Fleet Trial has the potential to vastly reduce consumption of oil and lower emissions of regulated pollutants and greenhouse gases. Fairfax County's PHEV has performed well and reliably for more than a year with overall fuel economy the highest of any of the county's fleet vehicles.

For more information, contact:
James Gorby at james.gorby@fairfaxcounty.gov

METREX, continued from page 1

an important element for developing solutions to global climate change and energy challenges; and, 2) Local and regional governments in the US and Europe are leaders and innovators in responding to the global challenge of climate change and sustainable energy policies.

By every measure, the conference was an exceptional success. Senior US and European policymakers and technical experts engaged in substantive

Internet exchanges, video tools, list-serves, websites, databases and best practices case studies.

Already, actionable follow-up is taking place. The Northern Virginia Regional Commission is working with METREX to apply the EU-developed Regional Greenhouse Gas Inventory program (GRIP). GRIP will help U.S. regional councils catalogue greenhouse gas emissions, energy production and consumption at the regional level. It then can be applied to inform



Over 170 participants at the US-European Conference of Metropolitan Regional Councils represented 40 regional entities in nine countries and 20 states.

discussions, about the exchange and application of regional climate and energy policies. The first transatlantic network of metropolitan regions and areas was formed and a non-binding "Declaration of Cooperation" on climate and energy was signed by officials representing the Northern Virginia Regional Commission, the Metropolitan Washington Council of Governments, the National Association of Regional Councils, the Network of European Metropolitan Regions and Areas, and the Verband Region Stuttgart. The Declaration calls for problem-focused, goal-oriented, peer-to-peer technical and policy exchanges on sustainable energy and climate policies among U.S. and European regional councils, and for the promotion of focused research exchanges among regional authorities, businesses, non-governmental organizations and universities in the U.S. and Europe. The Declaration also announced the development and implementation of

the development of regional mitigation and adaptation plans. NVRC also is working with regional and state officials in the development of community energy planning efforts in the region – applications of transit-oriented development, energy efficient building codes and renewable energies within large-scale development geographically-defined initiatives. Cities and urban regions in the United States are increasingly challenged to respond and plan adequately for climate change. Urban planners are preparing for the environmental, economic and social changes. Ideally, the work started in Alexandria will be sustained and strengthened as planners around the U.S. are committed to improving the environment, the economy and community.

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ENCOURAGING CONSUMER PRODUCT STEWARDSHIP

Northern Virginia Solid Waste Management Board Enters New Partnership

"There are treasures in trash," Northern Virginia solid waste managers are saying, "and they are disguised as problem materials." Electronics, paints, fluorescent lamps, pharmaceuticals are a few examples of items that enter the waste stream and contaminate systems that were essentially developed to handle traditional, nontoxic municipal waste.

However, many of these items contain valuable metals and materials that can be recovered.

To develop strategies to handle the difficult disposal of these items, members of the Northern Virginia Solid Waste Management Board and the Northern Virginia Regional Commission entered into a partnership with the non-profit organization known as the Product Stewardship Institute (PSI).

The Institute works with state and local governments to collaborate with manufacturers, retailers,

environmental groups, and other key stakeholders to reduce the health and environmental impacts of consumer products. Their successful programs include working with Staples, Inc on a permanent electronics take-back program, and a retail pilot project for fluorescent lamps with Western States, among others.



Northern Virginia's waste programs are facing an increasing number of "problem" materials entering their municipal systems. However as members of PSI, they can influence changes in the waste stream to reduce toxicity and turn trash into cash.

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www.productstewardship.us

BOUNDARY STONES PRESERVATION PROJECT

Locating, Preserving, and Restoring Nation's First Federal Monuments



NVRC, DC Department of Transportation, Federal Highways Administration, and the National Park Service are partnering to restore the 40 Boundary Stones that defined the perimeter of Washington DC in 1791.

Commissioned in 1791 by direct order of President George Washington to define the boundaries of the Nation's Capital, the 40 Boundary Stones that separate the District of Columbia from Virginia and Maryland constitute the first federal monuments in the United States. Many of the original stones remain in their original locations, and have, thus, been in place for over 215 years. Fourteen of the stones are located within Virginia in the Cities of Alexandria and Falls Church, as well as Arlington and Fairfax Counties.

The Boundary Stones Preservation Project is a collaborative effort among the Northern Virginia Regional Commission, District of Columbia Department of Transportation, Federal Highway Administration, and National Park Service to locate, preserve, and restore these monuments. Phase I of the project seeks to survey the remaining Boundary Stones and to generate a report including recommendations and strategies for repairing and preserving the existing stones, and replacing the damaged or lost stones. Physical repairs or replacements will occur during Phase II. Future efforts also may seek to improve signage and generate interpretive and educational tools related to the stones, including podcasts or an official Boundary Stones website.

In June 2008, the Washington Smart Growth Alliance selected the Boundary Stones Project as a 2008 Regional Conservation Priority, because of the initiative's contribution toward enhancing the region's quality of life.

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LOCAL CLIMATE AND ENERGY PLANNING

A Brief Glimpse at How Northern Virginia is Reducing Greenhouse Gases

The United Nations Intergovernmental Panel on Climate Change has identified climate change as one of the most serious threats of our generation and that metropolitan regions are among the largest contributors to greenhouse gas emissions. The Northern Virginia region is not immune to the effects of climate change and bears a small measure of responsibility for its intensity. According to the Washington Metropolitan Council of Governments, since 1990 emissions in Virginia per person have risen 34 percent – principally from the transportation and building sectors. The effects of greenhouse gas emissions increases include a rise in the average mean air temperature by 2 degrees Celsius since 1970. The effects also will mean an increase in severe storm events and sea-level rise between 10-25 centimeters in the Chesapeake Bay region.

trees per year to mitigate the effects of urban heat islands and promote energy conservation.

Fairfax County has launched the nationally-recognized “Cool Counties” initiative (of which Arlington also is a member). The goal of “Cool Counties” is to reduce greenhouse gas emissions 80 percent by 2050, with stabilization of greenhouse emissions by 2010. The “Cool Counties” initiative focuses on transit and sustainable development patterns, green buildings, energy efficiency retrofits, and purchase of 5.8 million kWh of wind energy for its governmental services. This represents approximately ten percent of the County government's current demand and will reduce its carbon emissions by six million tons annually.



Several local authorities in Northern Virginia, such as Fairfax County, Arlington County and Alexandria are developing a range of policies to meaningfully cut emissions of greenhouse gases and adapt to the effects of climate change. Arlington County, has launched the “Arlington Initiative to Reduce Emissions” (Fresh AIRE). The goal of Fresh AIRE is to cut emissions of greenhouse gases by 10 percent from county operations during the period 2000 to 2012. Measures under Fresh AIRE planned by Arlington include installation of energy efficient light bulbs in government buildings, the purchase of 5 percent wind power for governmental operations and funding 20 energy audits for Arlington County residents. Arlington also plans to plant 1,200 canopy

It is clear that meaningful cuts in greenhouse gases will require long-term, focused and regional approaches that blend actionable and integrated energy and climate strategies. This will be particularly challenging for Northern Virginia as it copes to accommodate approximately 500,000 new residents and meet new demands for energy, mobility and habitat. With hard work and collective effort, Northern Virginia can reduce greenhouse gas emissions by developing the necessary programs that energy efficient housing and building practices, conservation, renewable energy and relieves the region from car-dependent transportation systems.

TOWN OF CLIFTON MAKES BIG COMMITMENTS

New Comprehensive Plan Highlights Changing Environment

Nestled alongside Popes Head Creek in southwestern Fairfax County, the Town of Clifton is a well preserved historic district that continues a tradition of small town living in Northern Virginia. The residents' efforts to preserve the Town's character have produced a desirable living and working community.

Although Clifton is only one square mile in area, the Town is practicing the concept of thinking globally, while acting locally, through its recently updated Comprehensive Plan. The Town, which controls its own zoning and development, recognizes the importance of protecting and enhancing its local environment, and simultaneously reducing the negative impact on surrounding areas.

The plan reflects the Town's primary interests in preserving its historic heritage while moving forward into the 21st Century, with the integration of policy recommendations related to groundwater protection, greenhouse gas reduction, blight abatement, innovative stormwater management, and watershed planning, balanced with opportunities for enhanced

economic development. The Town's Planning Commission and various committees will move forward with adoption in Fall 2008.

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Town Entrance Triangle

BUILD-YOUR-OWN RAIN BARRELS

Local Partnership Hosts Workshops for Homeowners



*Rain barrels capture runoff
from rooftops.*

*Photo by
Valerie & Ken Sprankle*

Northern Virginia residents are having a barrel of fun building their own tools to capture stormwater from their rooftops. The Counties of Arlington and Fairfax, the Cities of Alexandria and Falls Church, the Northern Virginia Soil and Water Conservation District, the Arlingtonians for a Cleaner Environment, and the Virginia Department of Conservation and Recreation, are partnering to provide workshops for Northern Virginia residents to build their own rain barrel or purchase a pre-made barrel for a fraction of the cost at local hardware stores.

Rain barrels are containers that capture runoff from the roof when connected to downspouts. Not only can rain barrels play an important role in protecting the Potomac River and Chesapeake Bay by reducing stormwater runoff, but they have local benefits as well. Homeowners can save money and reduce the amount of water they use for watering their plants by using the water collected. By capturing water from the rooftop, rain barrels also may reduce the risk of yard flooding and even house-flooding.

The two-hour workshops provide an opportunity to learn how to build, install and maintain a rain barrel, and take one home! Cost for rain barrels is \$50 for a "Make Your Own" or \$60 for "Pre-Made" barrels.

Learn more or register for a workshop at:
<http://arlingtonenvironment.org/barrel.htm>

DESIGN GUIDELINES, continued from page 1

elements. It also encourages the integration of sustainable elements.

The Four Mile Run Agency Coordination Group (ACG), representing Arlington County, the City of Alexandria, NVRC, and the US Army Corps of Engineers, and the public Joint Task Force agreed to design language that will stimulate the use of rustic and modern design elements, while also embracing the industrial aspects that will remain in place along the corridor.

Environmental components such as the stream restoration and comprehensive stormwater management will utilize modern technology to not only serve a functional role but also appear aesthetically-pleasing and provide interpretive and educational opportunities. Public spaces, including trails, promenades, public art, sports and recreation facilities, and motorized access will reflect the use of modern materials, such as permeable pavers and asphalt, unifying design and artistic elements, which will aid in defining the perimeter of the corridor. Built features, such as building architecture and orientation, focus on the urban design of the area, not just the individual buildings, and emphasizes minimizing impacts on stream ecology through the use of green rooftops and other integrated stormwater management practices, solar access and the creation of an active edge along the stream.

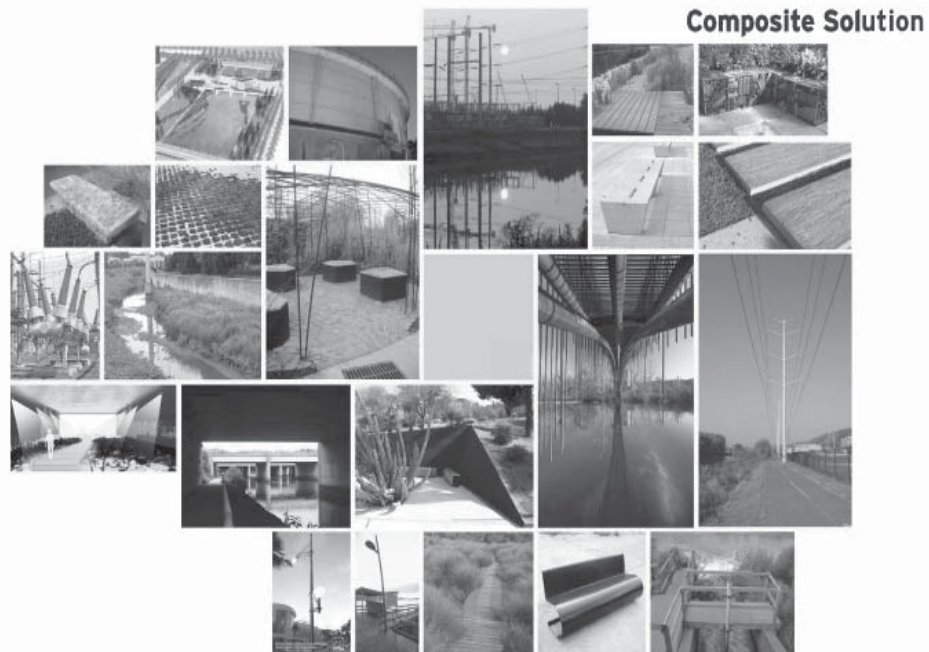
Since improvements identified in the Master Plan will take decades to implement, and will be completed in separate, phased segments, the guidelines establish a clear design palette for multi-disciplined design teams to utilize as the basis for their work. The Design Guidelines is not a prescriptive document and relies

heavily on graphics to serve as examples of the elements described within the text. The intent is not to limit the possibilities of future design efforts, but rather to build a strong framework upon which future ideas can be applied.

The ACG is moving into the next phase of implementing the Four Mile Run Restoration Master Plan through the Pedestrian / Cyclist Bridge Design Competition and the Tidal Corridor Restoration Demonstration Project, which will take place over the next two years. Both efforts will reflect the intent of the language established in the Design Guidelines and the unified vision established by through the Four Mile Run Master Plan. E

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Learn more about the
Four Mile Run Restoration Project at:
www.novaregion.org/index.asp?NID=214



A collage of images of infrastructure artifacts found in Four Mile Run combined with elements that reflect modern-rustic design language.

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Virginia Coastal Zone
MANAGEMENT PROGRAM



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